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Modified PTO/SB/21 (08-00)  
Approved for use through 10/31/2002. OMB 0651-0031  
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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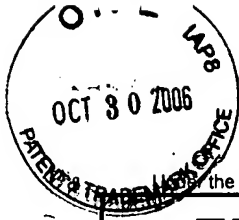
|  |                             |                               |                          |
|--|-----------------------------|-------------------------------|--------------------------|
| <b>TRANSMITTAL FORM</b><br><i>(to be used for all correspondence after initial filing)</i> | <b>Application Number</b>   | 10/699,607                    |                          |
|  | <b>Filing Date</b>          | October 31, 2003              |                          |
|  | <b>First Named Inventor</b> | Alexander Paul CAROBUS        |                          |
|  | <b>Group Art Unit</b>       | 2165                          |                          |
|  | <b>Examiner Name</b>        | Thuy N. Pardo                 |                          |
| <b>Total Number of Pages in This Submission</b>  |                             | <b>Attorney Docket Number</b> | Google-60 (GP-064-08-US) |

| ENCLOSURES (check all that apply)  |   |  |
|--|---|--|
| <input checked="" type="checkbox"/> Fee Transmittal Form<br><input checked="" type="checkbox"/> Fee Attached<br><input checked="" type="checkbox"/> Amendment / Reply<br><input type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/declaration(s)<br><input type="checkbox"/> Extension of Time Request<br><input type="checkbox"/> Express Abandonment Request<br><input type="checkbox"/> Information Disclosure Statement<br><input type="checkbox"/> Certified Copy of Priority Document(s)<br><input type="checkbox"/> Response to Missing Parts/Incomplete Application<br><input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Assignment Papers (for an Application)<br><input type="checkbox"/> Drawing(s)<br><input type="checkbox"/> Licensing-related Papers<br><input type="checkbox"/> Petition<br><input type="checkbox"/> Petition to Convert to a Provisional Application<br><input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address<br><input type="checkbox"/> Terminal Disclaimer<br><input type="checkbox"/> Request for Refund<br><input type="checkbox"/> CD, Number of CD(s) _____ | <input type="checkbox"/> After Allowance Communication to Group<br><input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences<br><input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)<br><input type="checkbox"/> Proprietary Information<br><input type="checkbox"/> Status Letter<br><input checked="" type="checkbox"/> Postcard Receipt<br><input type="checkbox"/> Other Enclosure(s) (please identify below): |
| <b>Remarks</b>   |   |  |

| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT |                                    |
|--|------------------------------------|
| Firm or Individual name                    | John C. Pokotylo (Reg. No. 36,242) |
| Signature                                  | <i>John C. Pokotylo</i>            |
| Date                                       | October 25, 2006                   |

| CERTIFICATE OF MAILING   |                         |
|--|-------------------------|
| I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date: <u>October 25, 2006</u> |                         |
| Typed or printed name  | John C. Pokotylo        |
| Signature  | <i>John C. Pokotylo</i> |
| Date   | October 25, 2006        |

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



# FEE TRANSMITTAL for FY 2006

Effective 12/08/2004. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$) 400.00

Application Number 10/699,607  
Filing Date October 31, 2003  
First Named Inventor Alexander Paul CAROBUS  
Examiner Name Thuy N. Pardo  
Art Unit 2165  
Attorney Docket No. Google-60 (GP-064-08-US)

## METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None

☒ Deposit Account:

Deposit Account Number  
Deposit Account Name

50-1049

Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below ☒ Credit any overpayments

☒ Charge any additional fee(s) due in connection with the filing submitted herewith

☐ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

## FEE CALCULATION

### 1. BASIC FILING, SEARCH & EXAMINATION FEES

| Large Entity  | Small Entity  | Fee Description | Fee Paid |
|---------------|---------------|-----------------|----------|
| Fee Code (\$) | Fee Code (\$) |                 |          |
| 1000          | 500           | Utility fee     |          |
| 430           | 215           | Design fee      |          |
| 660           | 330           | Plant fee       |          |
| 1400          | 700           | Reissue fee     |          |
| 200           | 100           | Provisional fee |          |
| SUBTOTAL (1)  |               |                 | (\$)     |

### 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

| Total Claims       | Extra Claims | Fee from below | Fee Paid          |
|--------------------|--------------|----------------|-------------------|
| 33                 | -36** = 0    | X 50.00 =      | 0.00              |
| Independent Claims | 5            | -3** = 2       | X 200.00 = 400.00 |
| Multiple Dependent |              |                |                   |

| Large Entity  | Small Entity  | Fee Description  |
|---------------|---------------|--|
| Fee Code (\$) | Fee Code (\$) |  |
| 1202          | 2202          | 25 Claims in excess of 20                                    |
| 1201          | 2201          | 100 Independent claims in excess of 3                        |
| 1203          | 2203          | 180 Multiple dependent claim, if not paid                    |
| 1204          | 2204          | 100 **Reissue independent claims over original patent        |
| 1205          | 2205          | 25 **Reissue claims in excess of 20 and over original patent |

SUBTOTAL (2) (\$) 400.00

\*\*or number previously paid, if greater, For Reissues, see above

## FEE CALCULATION (continued)

### 3. ADDITIONAL FEES

Large Entity Small Entity

| Fee Code (\$)                                   | Fee Code (\$) | Fee Description  | Fee Paid |
|---|---------------|--|----------|
| 1051  | 2051          | 130 65 Surcharge - late filing fee or oath                                       |          |
| 1052  | 2052          | 50 25 Surcharge - late provisional filing fee or cover sheet                     |          |
| 1053  | 1053          | 130 130 Non-English specification  |          |
| 1812  | 1812          | 2,520 2,520 For filing a request for ex parte reexamination                      |          |
| 1804  | 1804          | 920* 920* Requesting publication of SIR prior to Examiner action                 |          |
| 1805  | 1805          | 1,840* 1,840* Requesting publication of SIR after Examiner action                |          |
| 1251  | 2251          | 120 60 Extension for reply within first month                                    |          |
| 1252  | 2252          | 450 225 Extension for reply within second month                                  |          |
| 1253  | 2253          | 1,020 510 Extension for reply within third month                                 |          |
| 1254  | 2254          | 1,590 795 Extension for reply within fourth month                                |          |
| 1255  | 2255          | 2,160 1,080 Extension for reply within fifth month                               |          |
| 1401  | 2401          | 500 250 Notice of Appeal   |          |
| 1402  | 2402          | 500 250 Filing a brief in support of an appeal                                   |          |
| 1403  | 2403          | 1,000 500 Request for oral hearing   |          |
| 1451  | 2451          | 1,510 1,510 Petition to institute a public use proceeding                        |          |
| 1452  | 2452          | 500 250 Petition to revive - unavoidable   |          |
| 1453  | 2453          | 1,500 750 Petition to revive - unintentional                                     |          |
| 1501  | 2501          | 1,400 700 Utility issue fee (or reissue)   |          |
| 1502  | 2502          | 800 400 Design issue fee   |          |
| 1503  | 2503          | 1,100 550 Plant issue fee  |          |
| Petitions to the Commissioner - check fee sheet |               |  |          |
| 1807  | 2807          | 50 50 Processing fee under 37 CFR 1.17(c)  |          |
| 1806  | 2806          | 180 180 Submission of Information Disclosure Stmt                                |          |
| 8021  | 28021         | 40 40 Recording each patent assignment per property (times number of properties) |          |
| 1809  | 2809          | 790 395 Filing a submission after final rejection (37 CFR 1.129(a))              |          |
| 1810  | 2810          | 790 395 For each additional invention to be examined (37 CFR 1.129(b))           |          |
| 1801  | 2801          | 790 395 Request for Continued Examination (RCE)                                  |          |
| 1802  | 2802          | 900 900 Request for expedited examination of a design application                |          |

Other fee (specify)

\* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$) 0.00

## SUBMITTED BY

(Complete if applicable)

|                   |                  |                                   |                  |           |                |
|-------------------|------------------|-----------------------------------|------------------|-----------|----------------|
| Name (Print/Type) | John C. Pokotylo | Registration No. (Attorney/Agent) | 36,242           | Telephone | (732) 542-9070 |
| Signature         |                  | Date                              | October 25, 2006 |           |                |

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This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-60 (GP-064-08-US)**

Appl. No.: **10/699,607**

Applicants: **Alexander Paul CAROBUS et al.**

Filed: **October 31, 2003**

Title: **SERVING CONTENT TARGETED ADS IN E-MAIL, SUCH AS E-MAIL  
NEWSLETTERS**

TC/A.U.: **2165**

Examiner: **Thuy N. Pardo**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

In response to the final Office Action mailed on July 25, 2006 (Paper No. 20060721), which set a period for response to expire on October 25, 2006, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 11 of this paper.

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